Program Description/Textbook or Print Instructional Material

Vendor:__Delmar Learning__ Web Address:__www.delmar.com_____

Title: _Printing Technology_____

Author: __Adams_____ Copyright: ___2002_____

ISBN: _0-7668-2232-x_____ Course/Content Area: Vocational and Career Education; Industrial Technology; Printing Technology

Intended Grade or Level: _____9-12_____ Readability Level:___10.2_(Flesch Kincaid)_____

List Price: ____63.95_____ Lowest Wholesale Price: ____47.00_____

All materials bid as of July 1, 2003 must be offered in an alternative format for students who require reading accommodations. A description of the levels of accommodation is included on p. 8-9 of this bid packet. The Kentucky Department of Education must receive a copy of the alternative format if the material is placed on the State Multiple List.

Level of Accomodations (Level One, Two or Three)_____ Level Three_____

If Level Two or Three, please provide rationale for not meeting Level One Compliance__It is_not financially feasible for our products to meet Level One at this time.

FEATURES

DISCLAIMER: The features of each book or program were developed by the publisher and do not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

Content
- Nearly every chapter has been extensively updated based on new technologies, including expanded sections on digital printing and inkjet technologies.
- All file formats are explored, equipping readers for the modern "pre-media" environment within which digital content is repurposed for specific print, CD-ROM and Internet needs.
- Critical technologies studied in depth include PostScript and PDF, digital workflow concerns, color management and the new internet-based print management models.

Student Experiences
- Discussion of customer-defined quality management, including introductions to total quality management (TQM) and statistical process control (SPC) techniques, is also included in the final chapter to ensure long-term success in this highly technical, fast-changing, and increasingly competitive field.

Assessment
Printing Technology takes readers on a journey from the beginnings of the graphic arts industry through today's cutting-edge digital technology. Now in its fifth edition, this popular book has been reorganized to provide readers with a firmer grasp of how digital printing technologies are revolutionizing the industry. Since technology has also impacted the way business is conducted today, this edition also features

information on computer estimating and job tracking, plus use of the internet as a portal for connecting printing facilities with customers, vendors, and suppliers.

Organization

- Traditional analog printing methods are reviewed in the first six chapters, establishing the foundation from which readers will develop an understanding of the state-of-the-art technological infrastructure for digital publishing that supports today's new, digital workflow. Subsequent chapters lead readers through the complexities of digital data, digital prepress operations, printing techniques, and finishing options.
- An updated glossary, and an emphasis on how the technological infrastructure supports the increasingly digital nature of the industry, makes this book invaluable to professionals and novices alike.

Resource Materials

Gratis Items To Be Provided And Under What Conditions
Instructor's Manual (0-7668-2233-8) Free 1 per teacher
Available Ancillary Materials

RESEARCH DATA AND EVIDENCE OF EFFECTIVENESS

DISCLAIMER: The research data and evidence of effectiveness was provided by the publisher and does not reflect the opinion of the State Review Team, State Textbook Commission, nor the Kentucky Department of Education.

*NOTE: Please complete this section by indicating the research data and evidence of effectiveness or give a web site where the information is located. If there is no research data and evidence of effectiveness, please indicate **"not available"** in the space.*

Group V - Career/Technical
Vocational/Practical Living Education
Instructional Materials Evaluation Tool
IE Communications Technology Career Cluster

Title: Printing Technology 47.00	
Publisher: Delmar Learning	
Item Evaluated: Text/ Instructional guide	
Copyright Date: 2002	**Evaluator: Wilson/ Tomlinson**
Content Level: 9-12	**Date of Evaluation 7/31/03**

Level of Alternative Format	Level 1 – Full Compliance	Level 2 – Provisional Compliance	Level 3 – Marginal Compliance

This section completed by Exceptional Children Services

Overall Strengths and/or Weaknesses

Disclaimer: Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions . They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/ Instructional Materials Review Team completed each evaluation form during the week of July 28-Aug. 1, 2003. In order to maintain the integrity of the of the review team's comments, editing was limited to spelling and punctuation.

Recommendations:
X Recommended by reviewers to State Textbook Commission
☐ Not recommended by reviewers to State Textbook Commission

Publisher's Explanation of Reviewer's Comments: By action of the State Textbook Commission, publishers are provided limited space, 150 words, to respond to what they may consider factual errors made by the reviewers in the evaluation.

Group V - Career/Technical
Vocational/Practical Living Education
Instructional Materials Evaluation Tool
IE Communications Technology Career Cluster

Title: Printing Technology	Publisher Delmar Learning

Technology Management Summary Data:	20 possible points	_____0_____ points earned
Technology Management Comments:		

Technology Presentation/Interface Summary Data:	36 possible points	_____0_____ points earned
Technology Presentation/Interface Comments:		

Content Summary Data:	156 possible points	_____55_____ points earned
Content Comments:		

Instruction & Management Summary Data	52 possible points	_____41_____points earned
Instruction & Management Comments:		

Organization & Structure Summary Data	36 possible points	_____29_____ points earned
Organization & Structure Comments:		

Resource Material Summary Data	40 possible points	_____23_____points earned
Resource Material Comments:		

Group V - Career /Technical & Vocational/Practical Living
Electronic Instructional Media Review Form
Stand Alone/Independent or Integrated Software for IT Communications Technology Career Cluster

Equipment (circle or change fill color)	Grade Level (circle or change fill color)	Audience (circle or change fill color)	Format (circle or change fill color)
Windows	Primary	Individual	Stand Alone/Independent
Macintosh	Intermediate	Small Group	Integrated
CD-ROM	Middle	Small Group	Supplemental
DVD	High	Large Group	In lieu of basal test
Sound			
Other			

If other, explain

Cost _____

_____single copy	_____site license
_____network version	_____school version
____lab pack of ___ copies	_____online

Type of Software: Check all that apply	_____Simulation	_____Management	_____Interdisciplinary	_____Problem Solving	____Tutorial
_____Exploratory	_____Creativity	_____Drill and Practice	_____Critical Thinking	_____Utility	_____Other:

Rating Scale:	3—Some of the time	1—None of the time
4—All or the time	2—Minimally	0— Not applicable

Management	Rating
Allows customizing for individual learning needs.	
Allows students to exit and resume at a later time.	
Keeps a students performance record, where needed.	
Allows control of various aspects of the software (e.g., turning sound off).	
Allows for printed reports.	
Comments:	**Total 0**

Presentation/Interface	Rating
Presents material in an organized manner.	
Has consistent, easy-to-use, on-screen instructions.	
Has developmentally correct presentation format.	
Adapts to different learning environments (learning styles/multiple intelligences, etc.)	
Accessible for special needs students.	
Runs smoothly, without long delays.	
Presents easy-to-view text and graphics.	
Presents easy-to-hear and understand sounds.	
Avoids unnecessary screens, sounds, and graphics.	
Provides immediate, appropriate feedback.	
Comments:	**Total 0**

Content—IE Construction Technology Career Cluster	Rating
Keyboarding	1
Computer Fundamentals	3
Audio/Video Control Room Equipment	0
Electronic Field Production Equipment	0
Broadcast Transmission Systems	0
Editing Equipment	0
Introduction to Multimedia	0
Introduction to Audio and Video	0
Multimedia Audio and Video/Lab	0
Desktop Publishing	3
Computer Illustration	3
Basic Telecommunications and Imaging Editing	3
Introduction to Graphic Communications	4
Comments:	**Total**
	—

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Content—IE Construction Technology Career Cluster	Rating
Design and Layout & Paste-up Lab	4
Typography and Typesetting/Lab	3
Introduction to Graphics Technology	3
Lithographic Camera and Darkroom	4
Lithographic Film Assembly and Plate Making	4
Press 1 and 2	4
Technical Communications	2
Fundamentals of Drawing 1 and 2	0
Color Theory Applications	0
Traditional and Graphic Design	4
Screen Printing	4
Computer Graphic Design/Lab	3
Computer Illustration/Lab	3
Comments:	**Total** —

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Content—IE Construction Technology Career Cluster	Rating
Electrical/Electronic Safety	0
Direct Current Circuits/Lab	0
Alternating Current/Labs	0
Electrical Circuit Analysis	0
Electronic Drafting	0
Microcomputer Operating Systems	0
Basic Drafting 1 and 2	0
CAD	0
Basic Blueprint Reading	0
Pictorial Drawing	0
Illustration Techniques and Working Drawings	0
Basic Welding and Industrial Drafting Processes	0
Threads and Fasteners/Gears and Cams/Pipe Drafting	0
Comments:	**Tota**l 55

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Instruction and Assessment	Rating
Identifies a Sense of Purpose	3
Builds on Student Ideals	3
Engages Students	3
Develops Communication Technology Ideas	4
Promotes Student Thinking	4
Assesses Student Progress	3
Enhances The Learning Environment	3
Reading level is appropriate for interest and ability level of intended student group; level remains consistent throughout.	3
Commonwealth Accountability Testing System (CATS) "like" Assessment is provided	3
Variety of Assessments (diagnostic, formative, summative, open response, multiple choice, individual, small group, oral, demonstrations, presentations, self and peer performance, portfolio prompts) is included.	3
Includes activities and opportunities for integration of technology.	3
Reflects researched-based practices (e.g. hands-on activities, technology, problem-solving situations)	3
Differentiation techniques and activities suggested.	3
Comments:	**Total 41**

Rating Scale:	3 – Some potential for learning	1 - Not present
4 – High potential for learning	2 – Little potential for learning	0 – Not applicable

Organization and Structure	Rating
Organization is logical and allows for spiraling of content.	4
Vocabulary and key terms are clearly defined and easily accessible within each lesson.	4
Visual illustrations (e.g. graphs, charts, models) and examples are clearly presented and content-related.	3
Illustrations and language reflect diversity (e.g. racial, ethnic, cultural, age, gender, disabilities).	0
Legible type, length of lines, spacing, and page layout and width of margins contribute to overall appearance and use.	4
Student materials seem durable and conducive to daily use.	3
Includes sufficient glossary, index and appendices.	4
Employs accurate grammar and spelling	4
Organization of material can be effectively used with Standards Based Units, Core Content and Program of Studies.	3
Comments:	**Total 29**

Resource Materials	Rating
Teacher materials coordinate easily with student materials (e.g. additional resources included at point of need, student pages shown, integration of technology indicated)	4
Activities are included that adapt to the various learning styles, intelligences, and interest/ability levels.	2
Extension activities including adaptations and accommodations for students with special needs.	0
Resources provide objectives, background information, common student errors, hints, advice for lesson implementation and real-world connections, connections with career and/technology and references (e.g. solution manuals, study guides)	2
Suggestions are made for integration of themes and /or interdisciplinary instruction.	2
Integration opportunities suggested and examples given.	1
Teacher resources are available online.	4
Online resources available – Repeat of information in text.	3
Online resources available – Practice skills only.	3
Online resources available – New application materials.	2
Comments:	**Total 23**

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable